





**CREATE YOUR PIXEL
AND START TRACKING**

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Let's install your pixel!

First step: you will need **two things.**



Website



The ability to update
the website code



Hold on!

With GTM you only need **one thing.**



Website



Because GTM is the easiest way to manage all your tags without editing code from your page. It delivers **simple**, **reliable**, **easily** integrated tag management solutions for **free**



—
00

HOW TO INSTALL GTM.



Google Tag Manager.

Step by step

1

Install the code



2

Give access to Adsmurai

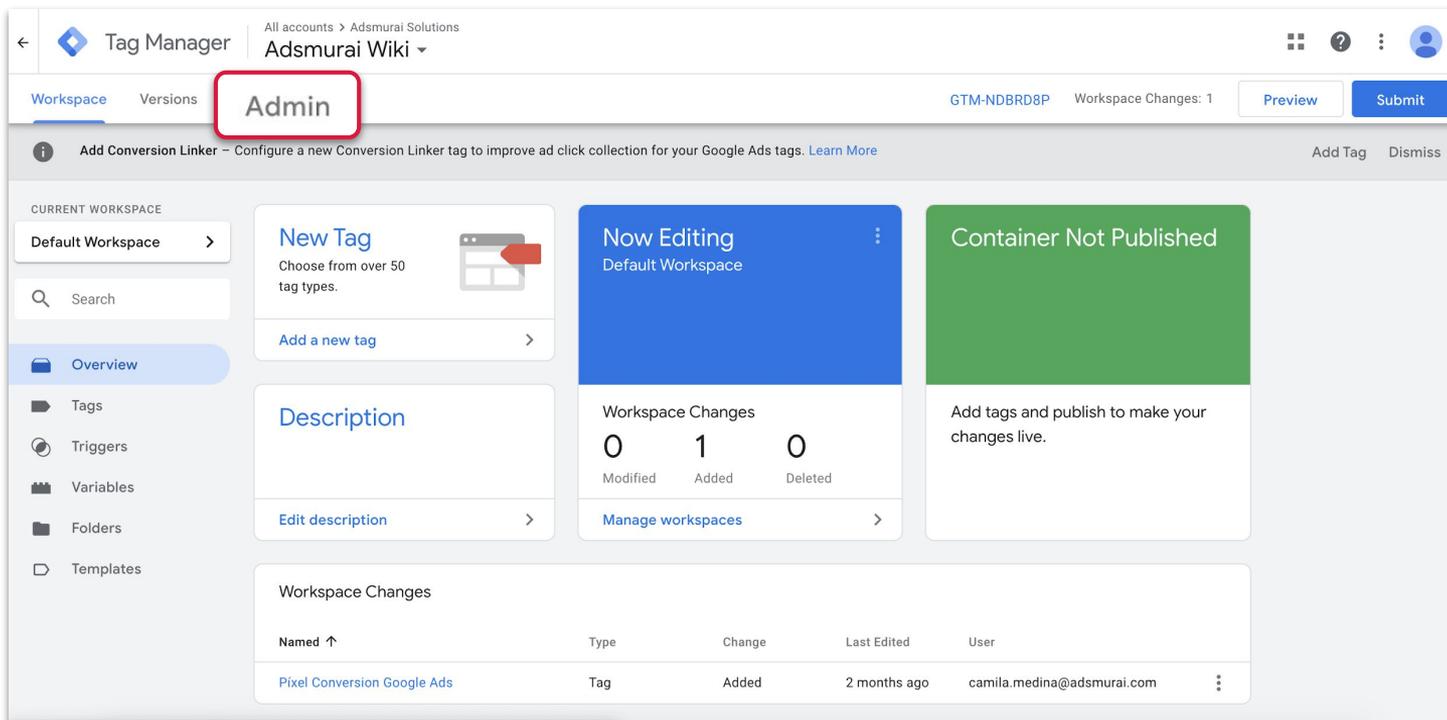


3

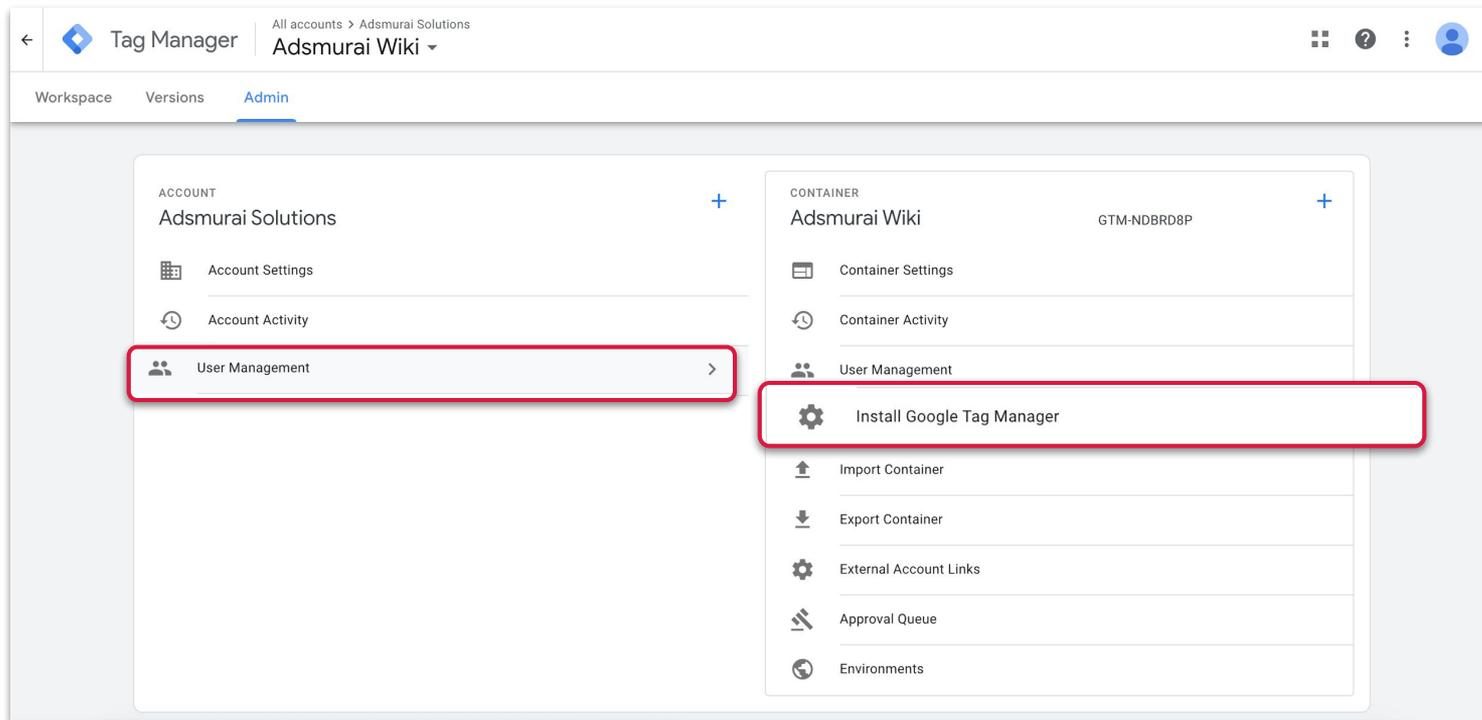
Last check



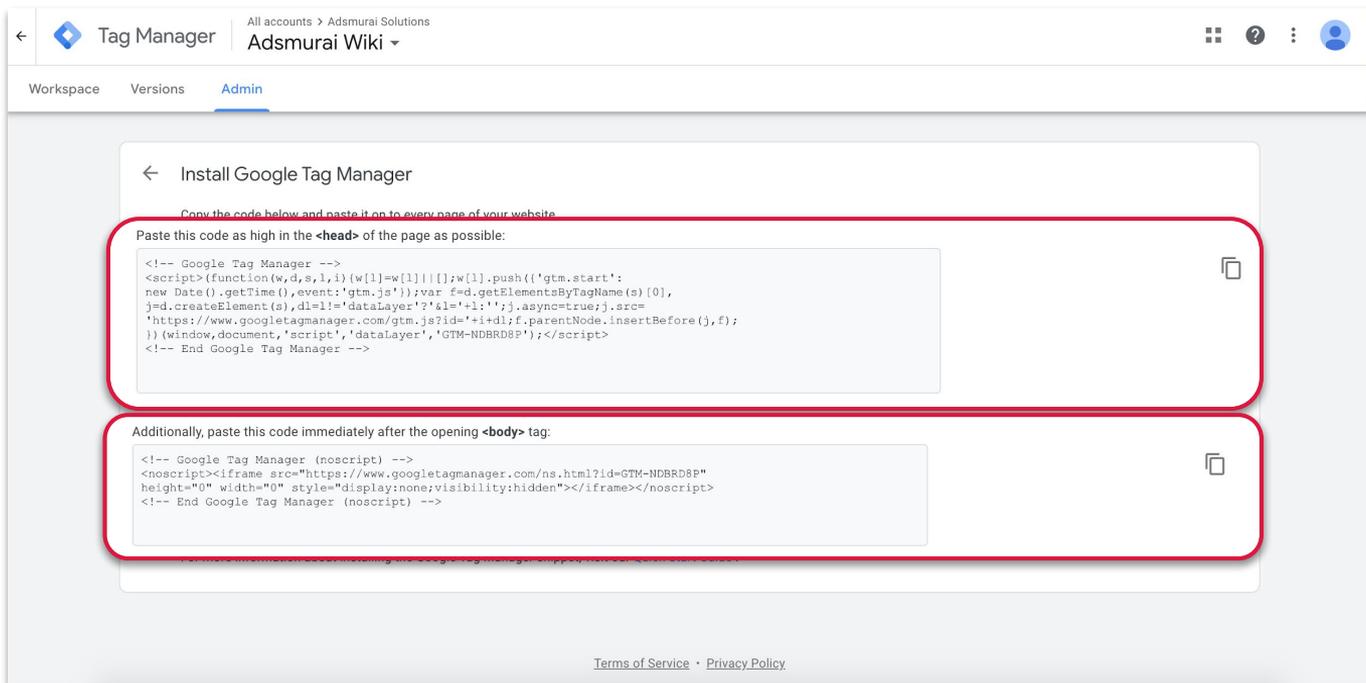
Log in to Google Tag Manager (GTM) and go to “Admin”.



Select “User Management” menu and go to “Install GTM”.



This is where you will find the 2 codes of the pixel to copy-paste and install by your IT Team or Adsmurai Solutions Engineering*.



The screenshot shows the Google Tag Manager Admin interface. At the top, it says "Tag Manager" and "Adsmurai Wiki". Below that, there are tabs for "Workspace", "Versions", and "Admin". The main content area is titled "Install Google Tag Manager" and includes the following instructions and code:

Copy the code below and paste it on to every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i)(w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-NDBRD8P');</script>
<!-- End Google Tag Manager -->
```

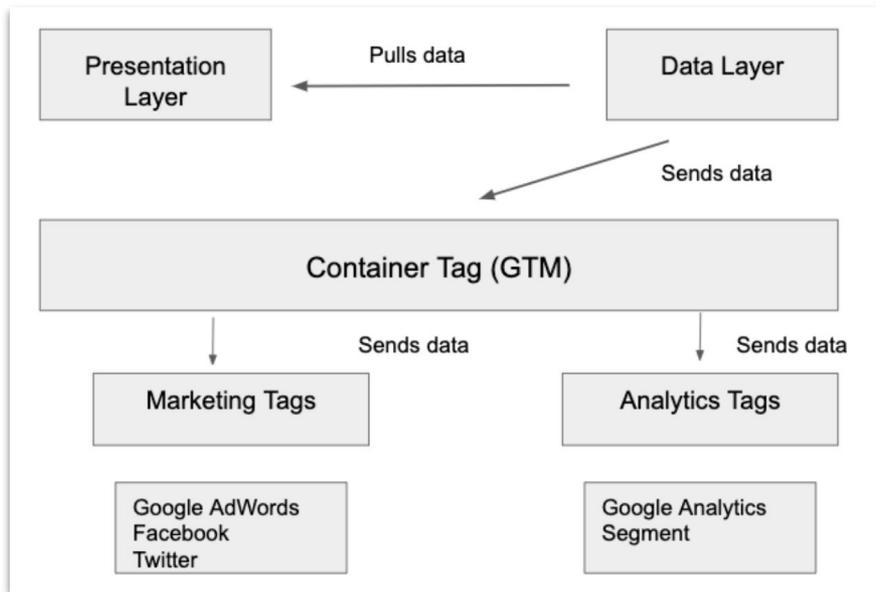
Additionally, paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-NDBRD8P"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

At the bottom of the page, there are links for "Terms of Service" and "Privacy Policy".

*Ask your Adsmurai contact to manage this so we can agree to work on this.

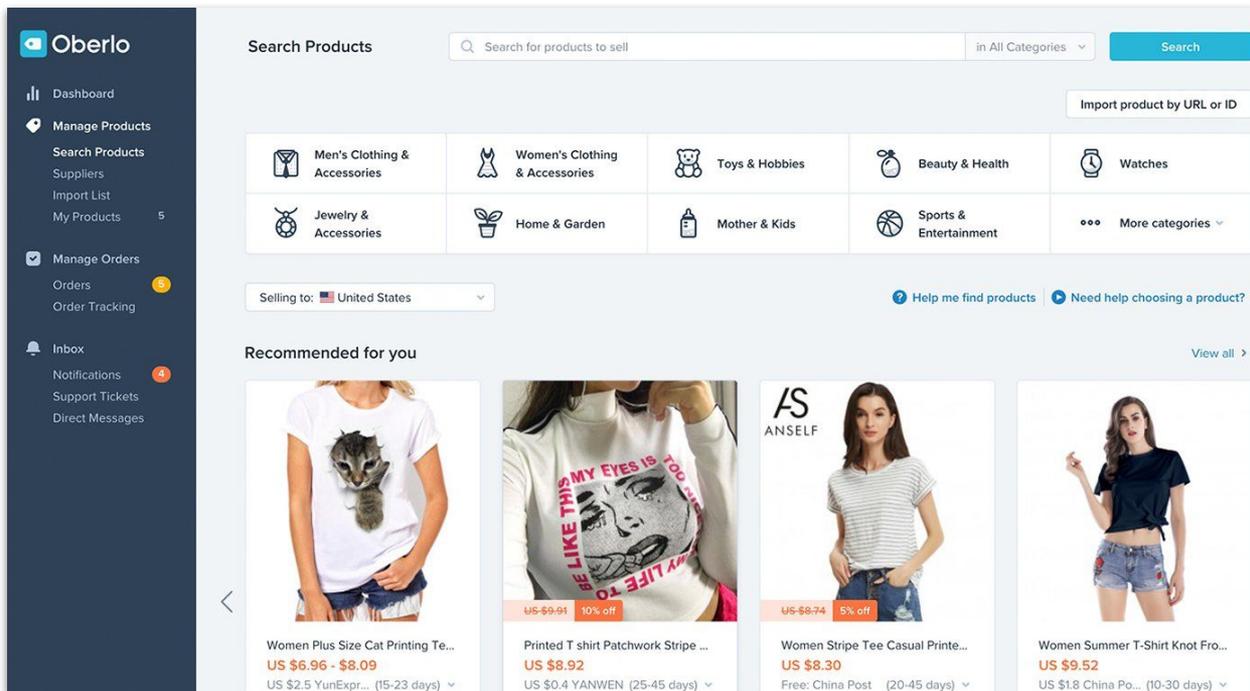
It's very recommended to track with details all your sales:



To do this it's necessary to have "[Data Layers](#)" installed by your It Team or Adsmurai Solutions Engineering

 **Adsmurai Marketing Platform**

In case your are using **Shopify**, you can give us access and we can install it for you.



Google Tag Manager.

Step by step

1

Install the code



2

Give access to Adsmurai

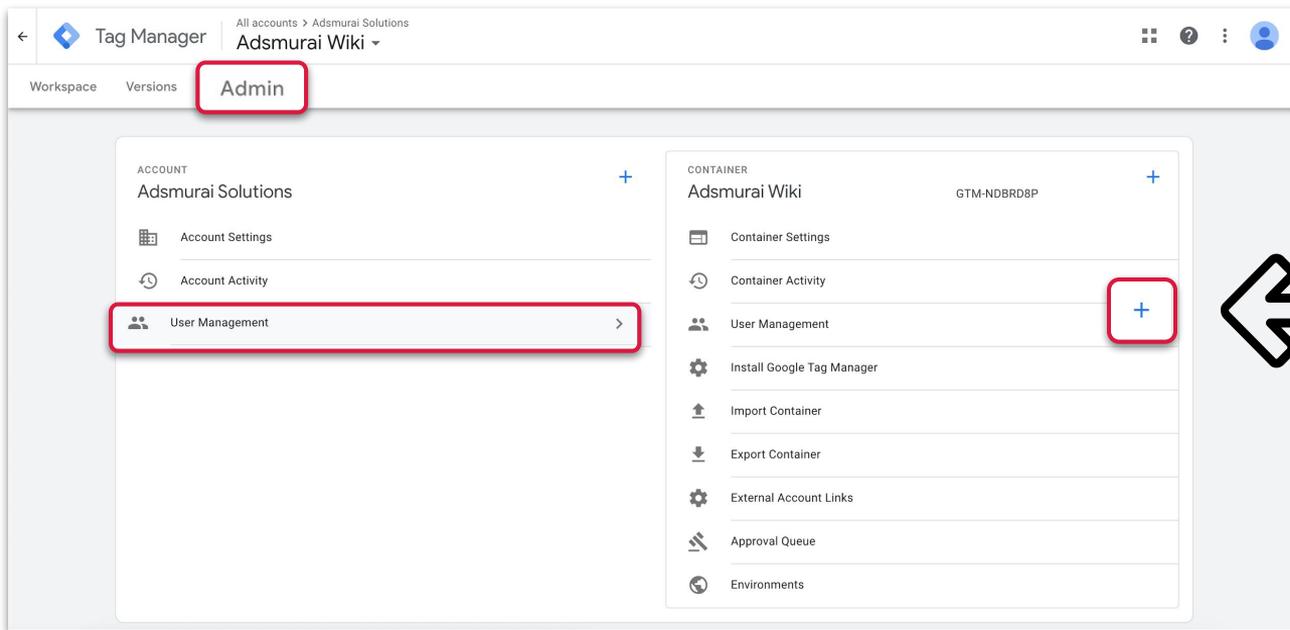


3

Last check

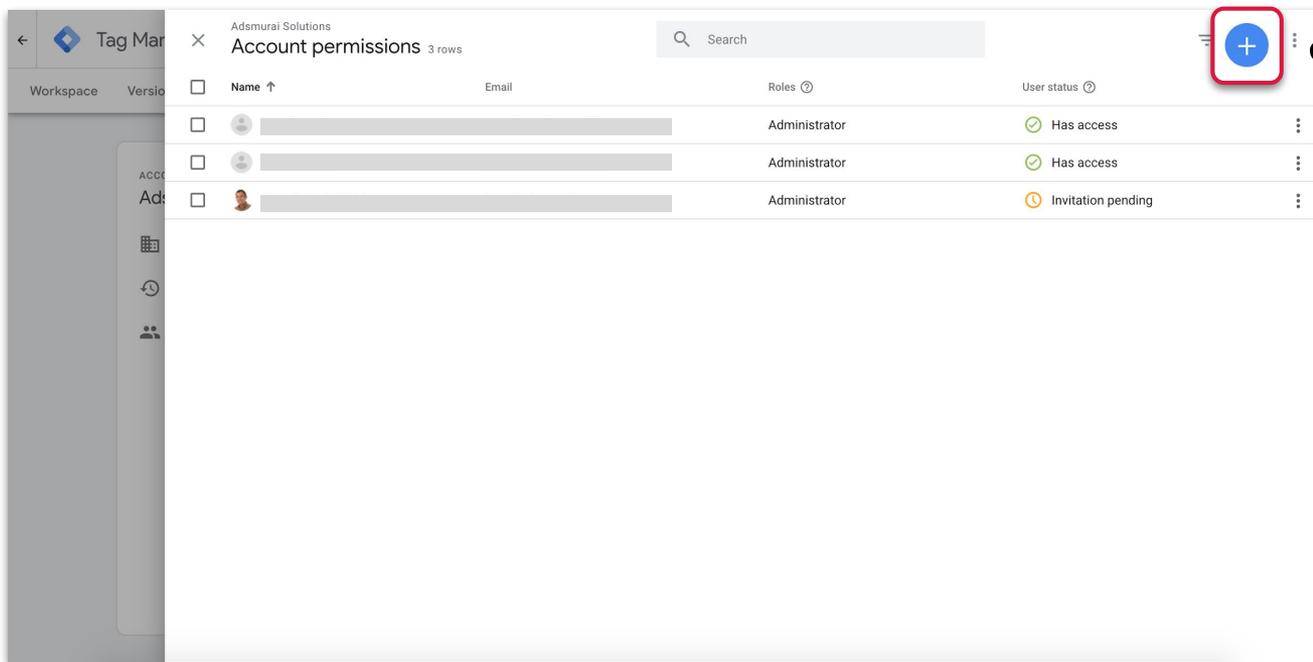


Start from “Admin” and “User Management” again and select the “+” on the right.

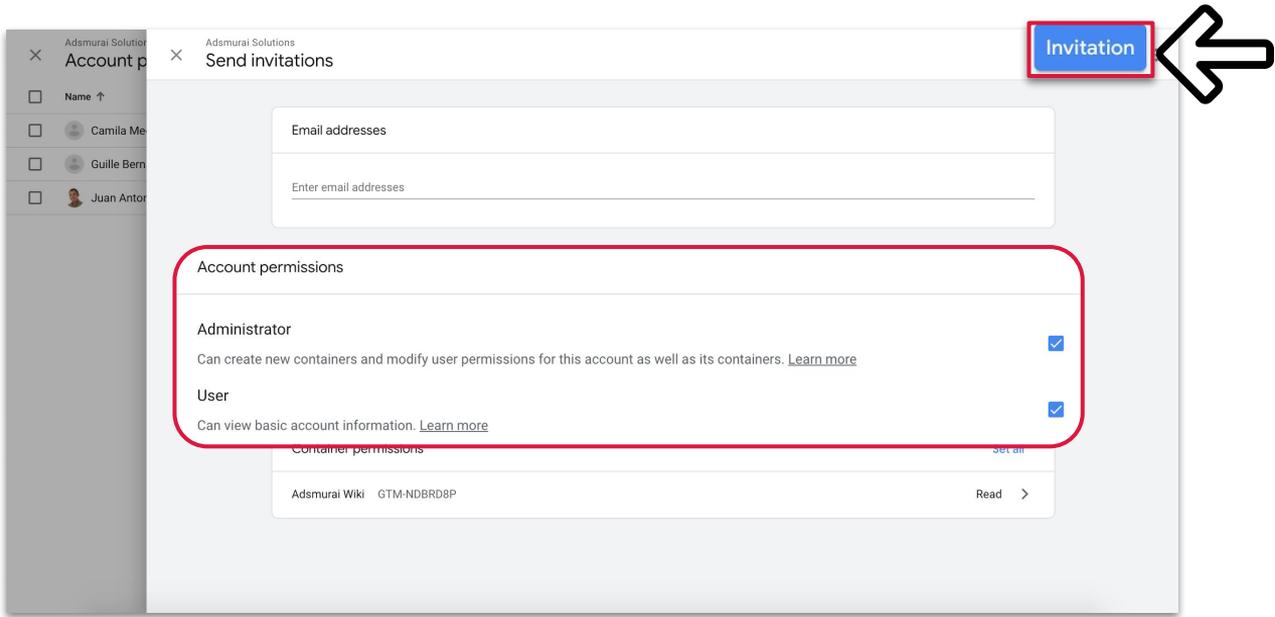


**Important note: we recommend to give us “Administrator” role so we can audit and check everything, create tags, events and containers. Despite this, we will never publish those changes, you will always have the decision to send to deploy.*

Here is where new “Administrators” can be added by selecting the “+” on the right.



Now you can add your Adsmurai contact to audit the account. Here is where you choose the role, and as said we recommend the “Administration” one .



Google Tag Manager.

Step by step

1

Install the code



2

Give access to Adsmurai

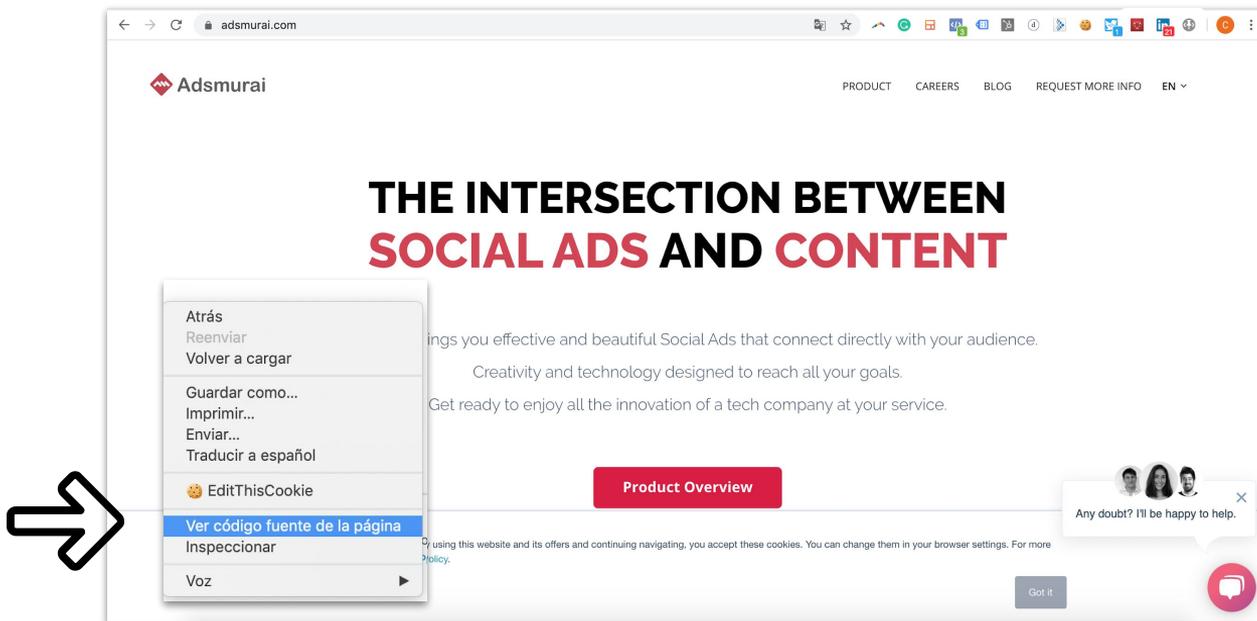


3

Last check



To check the code from GTM is installed we need to click with the "right button" and select "See source code".



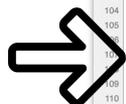
Then open the “Search” option with CTRL+F or CMD+F and look for: “head”.

```
458 </head>
459
460 <meta name="google-site-verification" content="b6fXRwY-aZpv0gV5JNm
461 <style>
462 #preload {
463   display: none;
464 }
465
466 @media (max-width: 575px) {
467   .hide-mobile {
468     display: none;
469   }
470 }
471
472 @media (max-width: 835px) {
473   .hide-tablet {
474     display: none;
475   }
476 }
477
478 @media (min-width: 836px) {
479   .hide-desktop {
480     display: none;
481   }
482 }
483
484
485
486 </head>
487 <body class="home-page-layout hs-content-id-9401750546 hs-site-page page " style="">
488   <div class="header-container-wrapper">
489     <div class="header-container container-fluid">
490
491   <div class="row-fluid-wrapper row-depth-1 row-number-1 ">
492     <div class="row-fluid ">
493
494
495 <!-- start coded_template: id:6206797188 path:generated_global_groups/6206797185.html -->
496 <div class="" data-global-widget-path="generated_global_groups/6206797185.html"><div class="row-fluid-wrapper row-depth-1 row-number-1 ">
497 <div class="row-fluid ">
498 <div class="span12 widget-span widget-type-custom_widget " style="min-height:0;" data-widget-type="custom_widget" data-x="0" data-w="12">
499 <div id="hs_cos_wrapper_module_1537962566952482" class="hs_cos_wrapper hs_cos_wrapper_widget hs_cos_wrapper_type_module" style="" data-hs-cos-general-type="widget" data-hs-cos-
type="module"><div class="modal fade" id="demoModal" tabindex="-1" role="dialog">
500 <div class="modal-dialog" role="document">
501 <div class="modal-content">
502 <div class="modal-header">
503 <header class="form-tit-row">
```



Then right after you will find the Google Tag Manager script confirming the code is perfectly installed.

```
76 <!-- End Google Tag Manager -->
77
78
79 <!-- Google Tag Manager -->
80 <script>
81 (function(w, d, s, l, i) {
82   w[l] = w[l] || [];
83   w[l].push({
84     'gtm.start': new Date().getTime(),
85     event: 'gtm.js'
86   });
87   var f = d.getElementsByTagName(s)[0],
88       j = d.createElement(s),
89       dl = l != 'dataLayer' ? '&l=' + l + ':' : '';
90   j.async = true;
91   j.src = 'https://www.googletagmanager.com/gtm.js?id=' + i + dl;
92   f.parentNode.insertBefore(j, f);
93 })(window, document, 'script', 'dataLayer', 'GTM-K4B2S54');
94 </script>
95
96 <!-- End Google Tag Manager -->
97
98 <script type="text/javascript" src="https://tag.oniad.com/4b839b83-5cca-4c08-8751-26b0d565c636" async defer></script>
99
100 <!-- Start of HubSpot Embed Code -->
101 <script type="text/javascript" id="hs-script-loader" async defer src="//js.hs-scripts.com/6934586.js"></script>
102 <!-- End of HubSpot Embed Code -->
103
104
```



```
106 </head>
107
108 <body class="loading section-en" >
109
110 <!-- Google Tag Manager (noscript) -->
111 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-K4B2S54" height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
112 <!-- End Google Tag Manager (noscript) -->
113
114
115
116
117 <div class="minibannertop">
118   <span class="close">x</span>
119   <span>Free shipping to France, Monaco, United Kingdom, Germany, Spain, Italy, Belgium, and Luxembourg.</span>
120 </div>
121
122 <header id="main-header" class="">
```

—

01

GOOGLE.



What we mean when we say...

- Adsmurai** → Your contact at Adsmurai
- Client** → Brand or company who wants to install the pixel
- IT team** → Person or team who is in charge of the client website code. *If it doesn't exist, client can contract Adsmurai Solutions Engineering to install the pixel.*
- Remarketing tag** → A piece of code for your website that lets you measure, optimise and build audiences for your advertising campaigns. Every tag has unique ID.



What we mean by saying...

Remarketing tag

→ Google code that will be installed in **all your pages**.

Conversion tag

→ Once the remarketing tag is add, you can also add a conversion tag to **track a specific actions** on your website

Examples of
conversion tag

Add to Cart

→ Conversion tag that tracks people who added items to shopping carts

Purchase

→ Conversion tag that tracks people who complete transactions



Google Tag.

Step by step

1

Create & Install the code

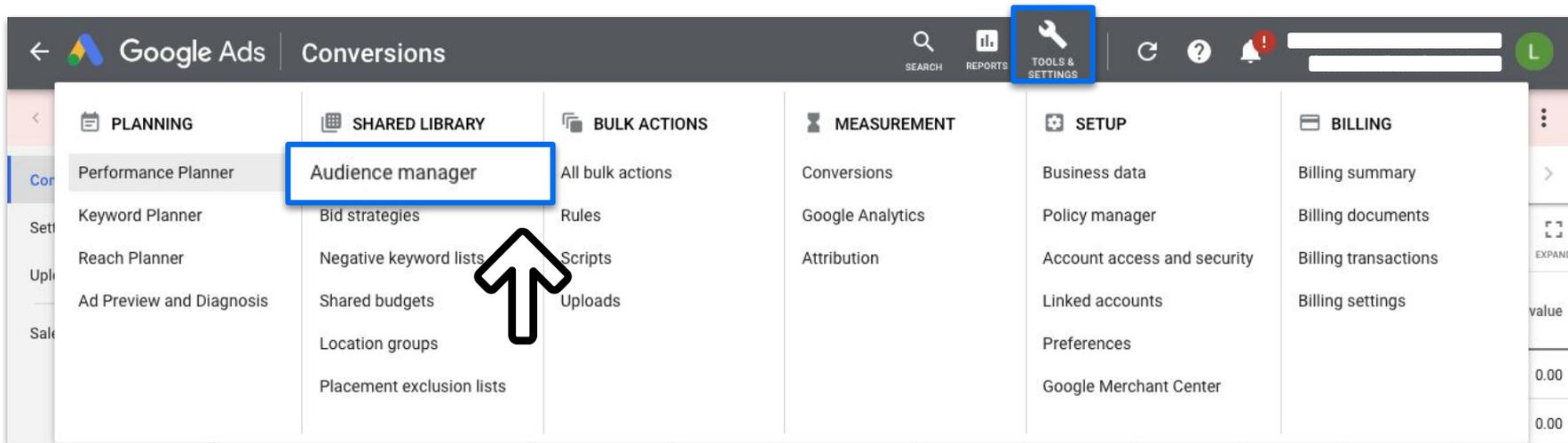


2

Last check



Go to Google Ads > Tools & Settings > Shared Library > Audience manager.



Select “Audience sources” > “Google Ads tag” card > “Set up tag”.

The screenshot shows the 'Audience sources' section of the Google Ads interface. The page title is 'Audience sources' and the subtitle is 'Set up or link audience sources to unlock the power of remarketing'. Below the subtitle, there is a paragraph: 'Show potential customers personalised ads based on their interactions with your business. If any of your managed accounts have set up an audience source, [learn how to share its lists with other Google Ads accounts](#).' The page features four cards: 'Google Ads tag', 'Google Analytics', 'App analytics', and 'Google Play'. The 'Google Ads tag' card is highlighted with a blue border and contains the text: 'Collect data for your remarketing lists and conversion tracking by adding the Google Ads tag to your website' and a 'SET UP TAG' button. The 'Google Analytics' card contains the text: 'Import site engagement metrics, track Analytics goals and transactions as conversions and import Analytics remarketing audiences' and a 'LINK TO GOOGLE ANALYTICS' button. The 'App analytics' card contains the text: 'Link a third-party app analytics provider or your own software development kit (SDK) to your account to see user lists and conversions for your mobile apps' and a 'LINK TO APP ANALYTICS' button. The 'Google Play' card contains the text: 'Create remarketing lists based on current app users and track in-app purchases as conversions to gain insight into which ads drive action' and a 'LINK TO PLAY' button. On the left side of the interface, there is a navigation menu with 'Audience lists', 'Audience insights', and 'Audience sources' (which is highlighted with a blue box).



Create Remarketing tag and select first option.

1 Create data source — 2 Install the tag — 3 What's next

Create the Google Ads tag data source

Use the settings below to determine what data the tag should collect

Remarketing Select the type of data this source would be collecting

Only collect general website visit data to show ads to your website visitors. [Learn more](#)

Collect data on specific actions that people performed on your website to show personalised ads. [Learn more](#)

Restricted data processing Manage data for California users

Exclude California users from remarketing lists

[Learn more](#)

Advanced settings

SAVE AND CONTINUE CANCEL



Once you are at “Install the tag”, you have 3 options:

1

“Install the tag yourself”, by editing the page code

2

“Email the tag”, to the IT team

3

*“Use Google Tag Manager”, installing it with a tag manager integration **[recommended]***



1

Install tag manually:

✓ Create data source — 2 Install the tag — 3 What's next

Install the tag on your website

Use the settings below to determine what data is captured by the tag. [Learn more](#)

Tag setup

Install the tag yourself



Add the tag to your website code

Email the tag



Use Google Tag Manager



Copy&Paste the tag in the Global header of your website between the <head> and </head> tags so that it fires on every page.

```
Global site tag (gtag.js) - Google Ads: 756140753 ->  
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-756140753"></script>  
<script>  
  window.dataLayer = window.dataLayer || [];  
  function gtag(){dataLayer.push(arguments);}  
  gtag('js', new Date());  
  
  gtag('config', 'AW-756140753');  
</script>
```





Email the tag:

✓ Create data source — 2 Install the tag — 3 What's next

Install the tag on your website

Use the settings below to determine what data is captured by the tag. [Learn more](#)

Tag setup

Select how you want to

Install the tag yourself



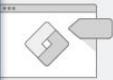
Add the tag to your website code

Email the tag



Email the tag to your webmaster

Use Google Tag Manager

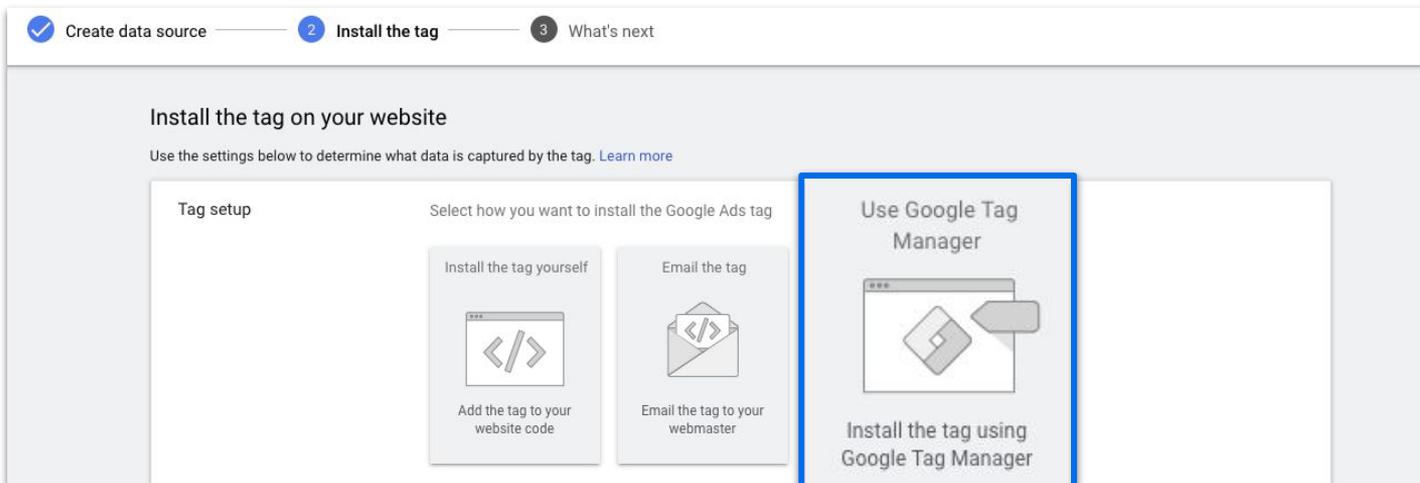


Install the tag using Google Tag Manager

Send the mail to your IT Team



3 “Use Google Tag Manager” integration:



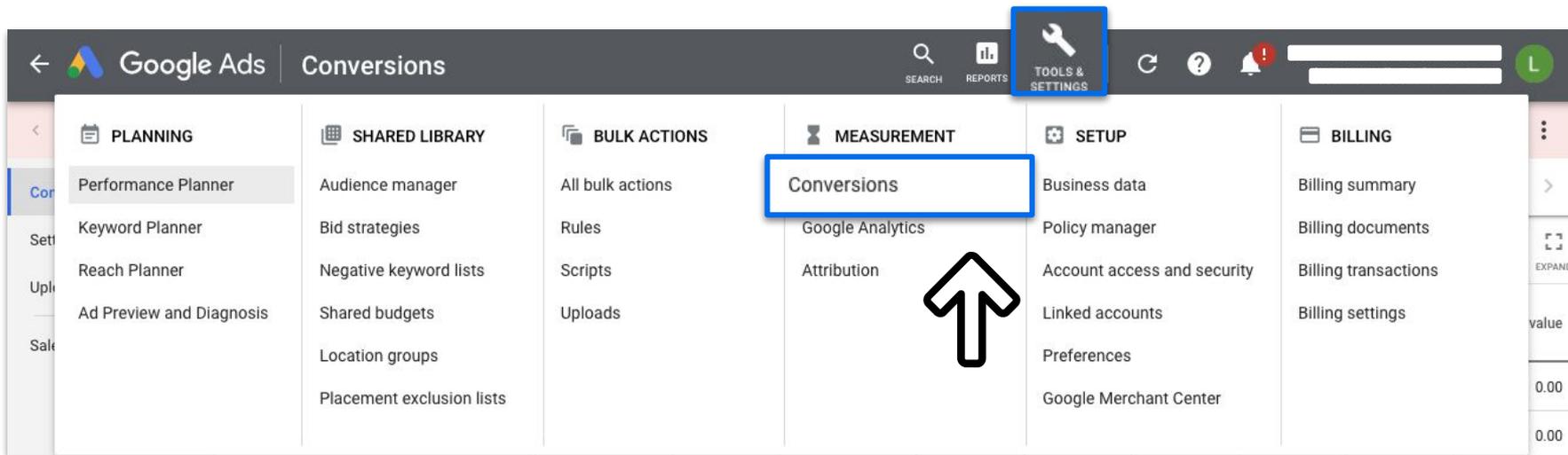
Copy/paste this ID in a tag on GTM and set up the trigger [recommended]. [More info](#)



Conversion ID: [REDACTED]



Finally, **create your Conversion tag** in Tools & Settings > Measurement > Conversions.



Create a new Conversion Action and select the type of conversion you want to track.

Conversion actions

CONVERSION ACTIONS

CONVERSION ACTION SETS

All Time

Settings

Uploads

Salesforce

+

Status: All enabled

ADD FILTER

COLUMNS

EXPAND

| <input type="checkbox"/> | Conversion action | Source | Category | Tracking status | Count | Click-through conversion window | Include in 'Conversions' | Repeat rate | All conv. | All conv. value |
|--------------------------|-------------------|--------|----------|-----------------|-------|---------------------------------|--------------------------|-------------|-----------|-----------------|
|--------------------------|-------------------|--------|----------|-----------------|-------|---------------------------------|--------------------------|-------------|-----------|-----------------|

Website

Track actions on your website

App

Track actions on your app

Phone calls

Track calls from your ads or website

Import

Import data from Google Analytics or another source



Set up the tag selecting the conversion: purchase, add to basket, etc.

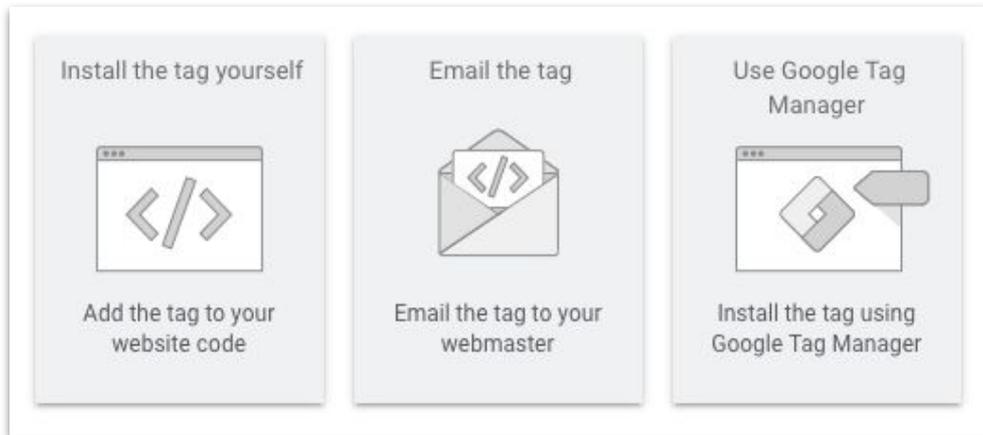
The screenshot displays the Google Ads conversion setup interface. It features three main sections: 'Category', 'Conversion name', and 'Value'. A dropdown menu is open over the 'Conversion name' section, listing various conversion actions. The 'Purchase' option is highlighted. The 'Value' section includes a text input field and a '0 / 100' indicator. A 'Learn more' link is visible at the bottom right of the interface.

| Field | Content |
|-----------------|--|
| Category | Select the action that you'd like to track You can use these categories to segment your campaign reports. |
| Conversion name | Example: 'June newsletter sign-ups', 'Manager job applications' or 'Big cookie sales' |
| Value | Use same value if you're tracking leads, sign-ups or page views. Use different values if you sell multiple products at different prices and you'd like a unique value recorded for each conversion. Learn more |

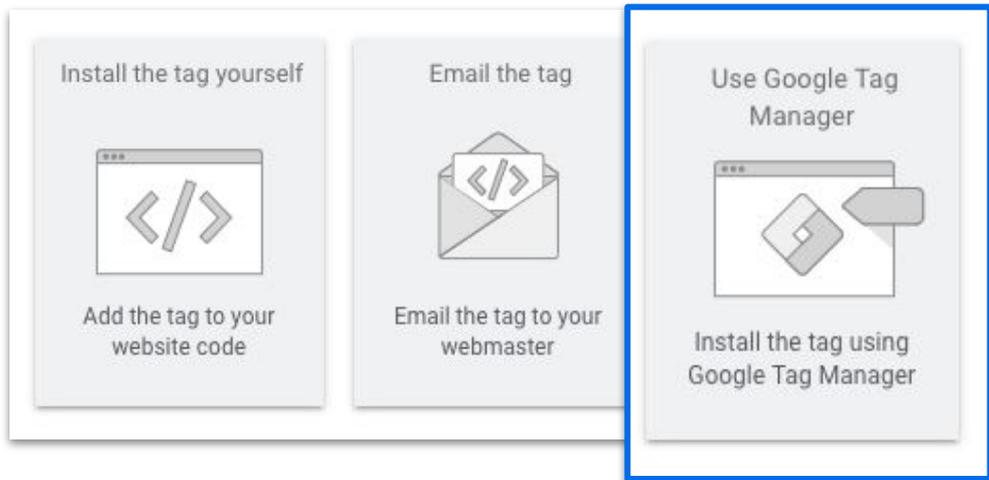
- Sales categories
- Purchase**
- Add to basket
- Begin checkout
- Subscribe
- Leads categories
- Contact
- Submit lead form
- Book appointment
- Sign up
- Request quote
- Get directions



And choose how to install it again.



And choose how to install it again.



This time, copy/paste this ID and the conversion label in a tag on GTM and set up the trigger [recommended].

[More info](#)



Conversion ID:

Conversion label:



Google Tag.

Step by step

1

Create the code



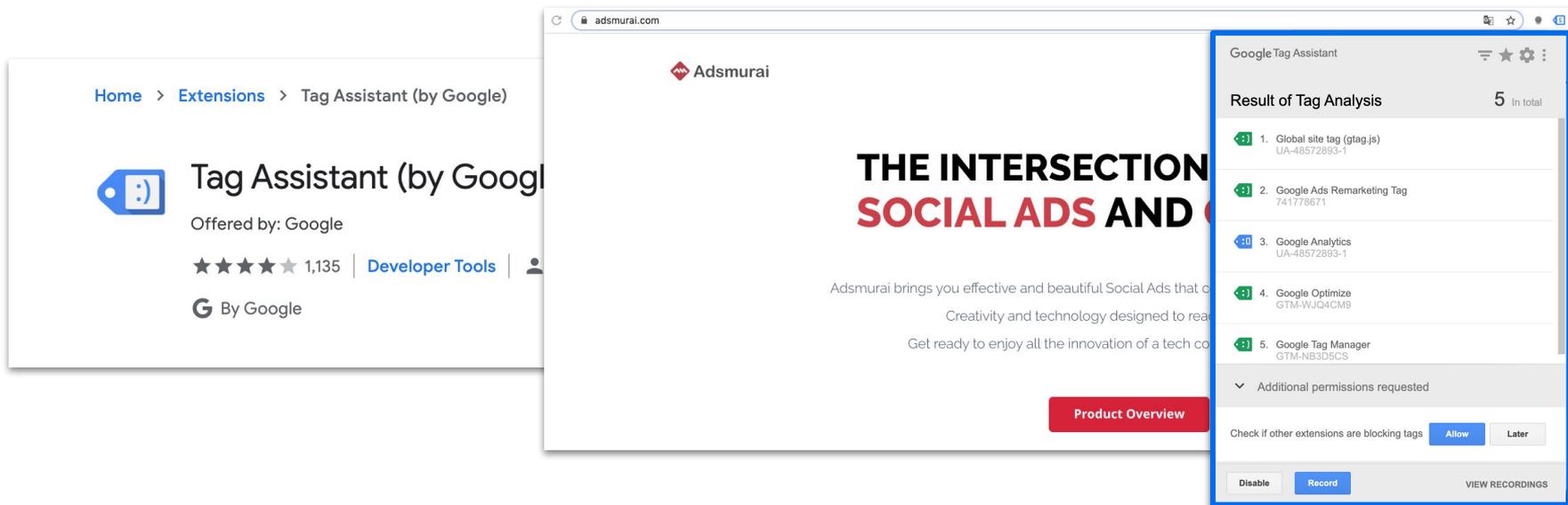
2

Last check



Verify the Google tag.

Install [Google Tag Assistant](#) browser extension to check if the pixel code has been installed correctly.



—

02

FACEBOOK.



What we mean when we say...

- Adsmurai** → Your contact at Adsmurai
- Client** → Brand or company who wants to install the pixel
- IT team** → Person or team who is in charge of the client website code. *If it doesn't exist, client can contract Adsmurai Solutions Engineering to install the pixel.*
- Pixel or tag** → A piece of code for your website that lets you measure, optimise and build audiences for your advertising campaigns. Every pixel has unique ID



What we mean by saying...

Pixel base code or Page View



Code that will be installed in **all your pages**. It will appear as a Page View

Event code



After you add the base code, you can add an event code to **track a specific actions** on your website

Some examples of
event codes

View Content



Event code that track people who view category pages or product pages

Add to Cart



Event code that track people who add items to shopping carts

Purchase



Event code that track people who complete transactions



Facebook Pixel.

Step by step

1

Create & Install the code



2

Give access to Adsmurai

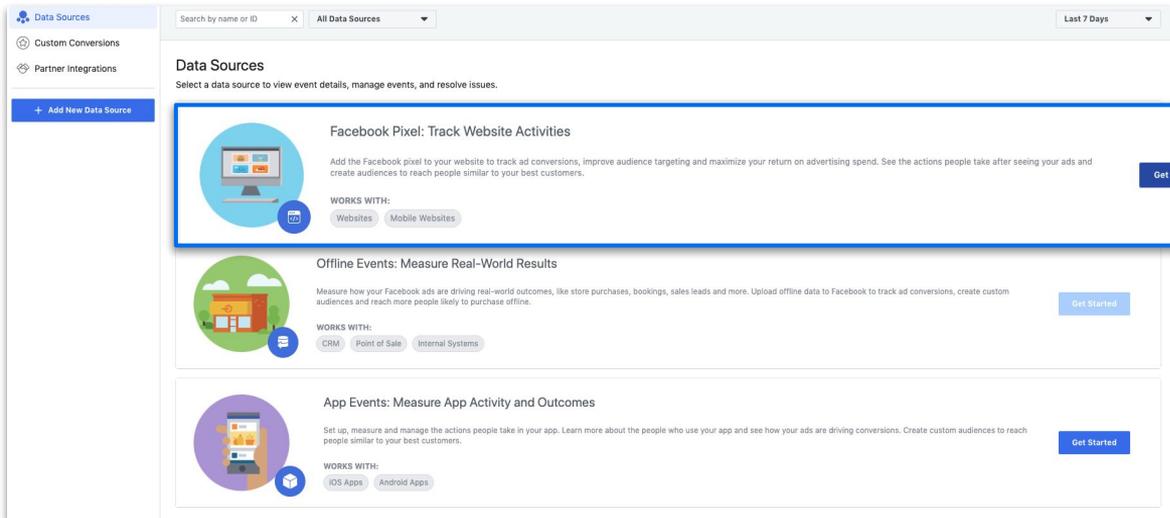
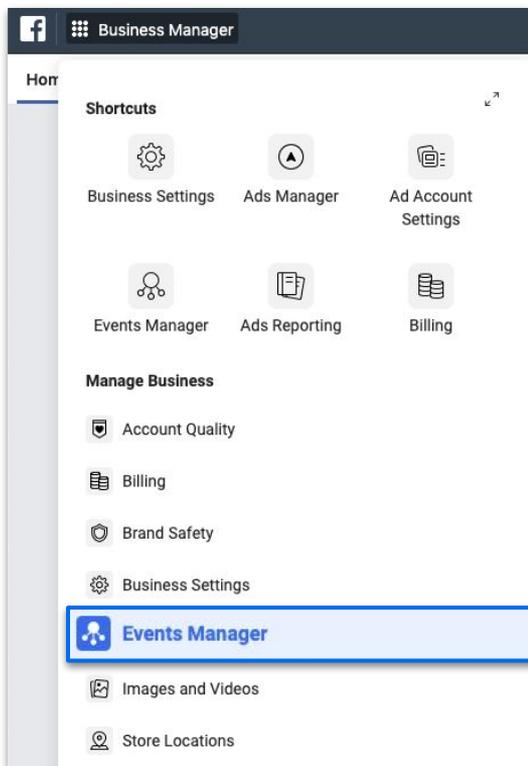


3

Last check



Go to Business Manager > Event Manager > FB pixel.



Create a Facebook pixel and choose your installation method.

Connect Website Activity Using Pixel



Track Website Conversions Using Pixel

Add the pixel code to your website to run conversion campaigns, build advanced reporting and custom retargeting. The pixel is a snippet of code that securely receives information from a website. [Learn More](#)

Pixel Name 50

Check your website for easy set up options

To add more than one pixel to your ad account, upgrade to [Business Manager](#).

By clicking Continue I agree to the Facebook Business Tools Terms. [Give Feedback](#) [Continue](#)

Connect Website Activity Using Pixel

Choose how you want to install the pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

 **Add code using a Partner Integration**
Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. [Learn More](#)
Best for: Sites using a CMS, minimal technical support needed

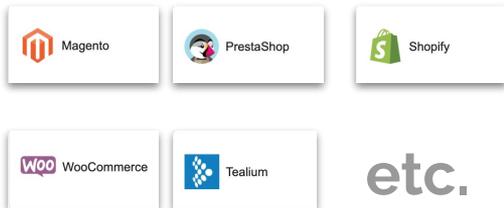
 **Manually add pixel code to website**
Follow guided installation instructions with detailed developer documentation. [Learn More](#)
Best for: Custom sites, some technical support needed

 **Email instructions to a developer**
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.
Best for: No current access to website code base

[Give Feedback](#) [Cancel](#)



If you work with:



Connect Website Activity Using Pixel

Choose how you want to install the pixel code
Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your

- Add code using a Partner Integration**
Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. [Learn More](#)
Best for: Sites using a CMS, minimal technical support needed
- Manually add pixel code to website**
Follow guided installation instructions with detailed developer documentation. [Learn More](#)
Best for: Custom sites, some technical support needed
- Email instructions to a developer**
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.
Best for: No current access to website code base

[Give Feedback](#) Cancel



We recommend:



Connect Website Activity Using Pixel

Choose how you want to install the pixel code
Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

- Add code using a Partner Integration**
Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. [Learn More](#)
Best for: Sites using a CMS, minimal technical support needed
- Manually add pixel code to website**
Follow guided installation instructions with detailed developer documentation. [Learn More](#)
Best for: Custom sites, some technical support needed
- Email instructions to a developer**
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.
Best for: No current access to website code base

[Give Feedback](#) [Cancel](#)



Install Pixel Base Code:

Install Pixel Base Code

```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window,document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');

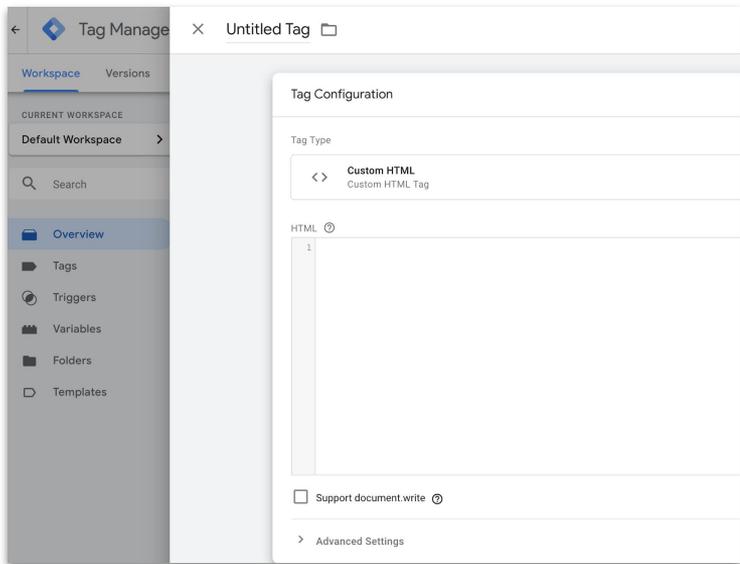
  fbq('init', '159671095456099');
  fbq('track', 'PageView');
</script>
<noscript>
  
</noscript>
<!-- End Facebook Pixel Code -->
```

To install this code there are two options:

- a) Paste between the header tags on every page of your website by the IT Team
- b) **Copy/paste this code in a tag on GTM** using the "HTML" Tag type and set up the trigger [recommended]



Install Pixel Base Code:



To install this code there are two options:

- a) Paste between the header tags on every page of your website by the IT Team
- b) **Copy/paste this code in a tag on GTM** using the "HTML" Tag type and set up the trigger [recommended]



Install **Event Code:**

Set Up Events



1 Install Base Code 2 Add Event Code

Now that you've installed the pixel base code, you can use the Event Setup Tool to track the actions that matter most to your business without using additional code.

**Use Facebook's Event Setup Tool (Recommended)**

Add or edit events directly on your website screen with no coding required.

Manually add event code ⓘ

Back Give Feedback Cancel



Select the Event Code:

Install Event Code

Let's track **specific actions that happen in your website**. You must install event code on specific pages: View Content, Add to Cart, Purchase...

[These](#) are some of the standard events and this is how it looks:

Add event code

Select an event from the list below to add parameters and view the code. Copy and paste the event tags below the `</head>` in your website header section. Choose a business category to see a filtered list of recommended events. [Learn More](#)

 Ecommerce and Retail

| Event Name | Description |
|--------------|--|
| View Content | A visit to a content page you care about, such as a product page, landing page or article. Information about the page viewed can be passed to Facebook for use in dynamic ads. |

Track Event on Page Load

Track Event on Inline Action

Copy view content event code

Copy the event code snippet. You can **add parameters** to send additional on-page data.

Send Event Parameters

Choose the parameters you'd like to send with your event. Then input the value for each parameter. You can also input variables to send dynamic data. Copy the event code after you've finalized the parameters.

Conversion Value

Enter a value or variable

Currency

Enter a value or variable

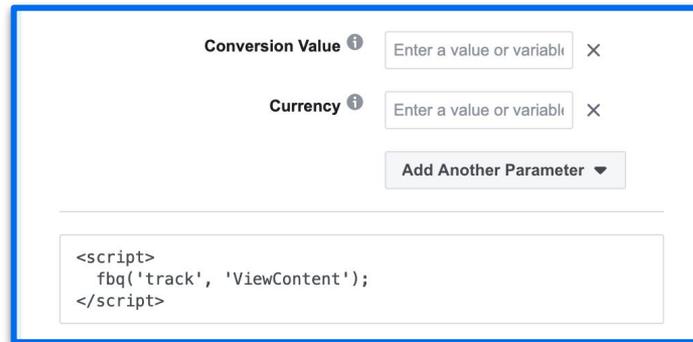
Add Another Parameter

```
<script>
  fbq('track', 'ViewContent');
</script>
```

Install Event Code:

To install this code there are two options:

- a) Paste between the header tags on every page of your website by the IT Team
- b) **Copy/paste this code in a tag on GTM** and set up the trigger [recommended]



Required parameters for the events:

Install Event Code

There are some **required parameters** (basically is the product information) that you have to add when installing events such as **View Content, Add to Cart or Purchase:**

- Contents or Content_id
- Content_type
- Value
- Currency

More info:

facebook for developers



Facebook Pixel.

Step by step

1

Create & Install the code



2

Give access to Adsmurai

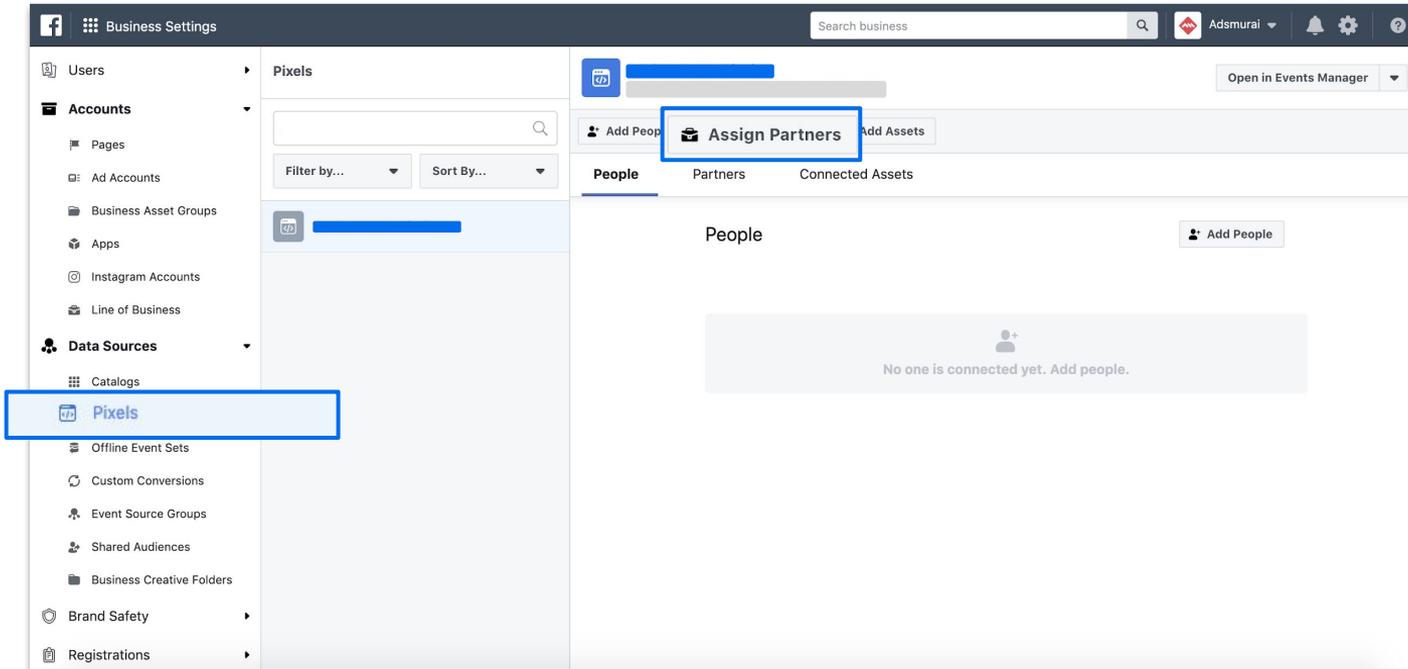


3

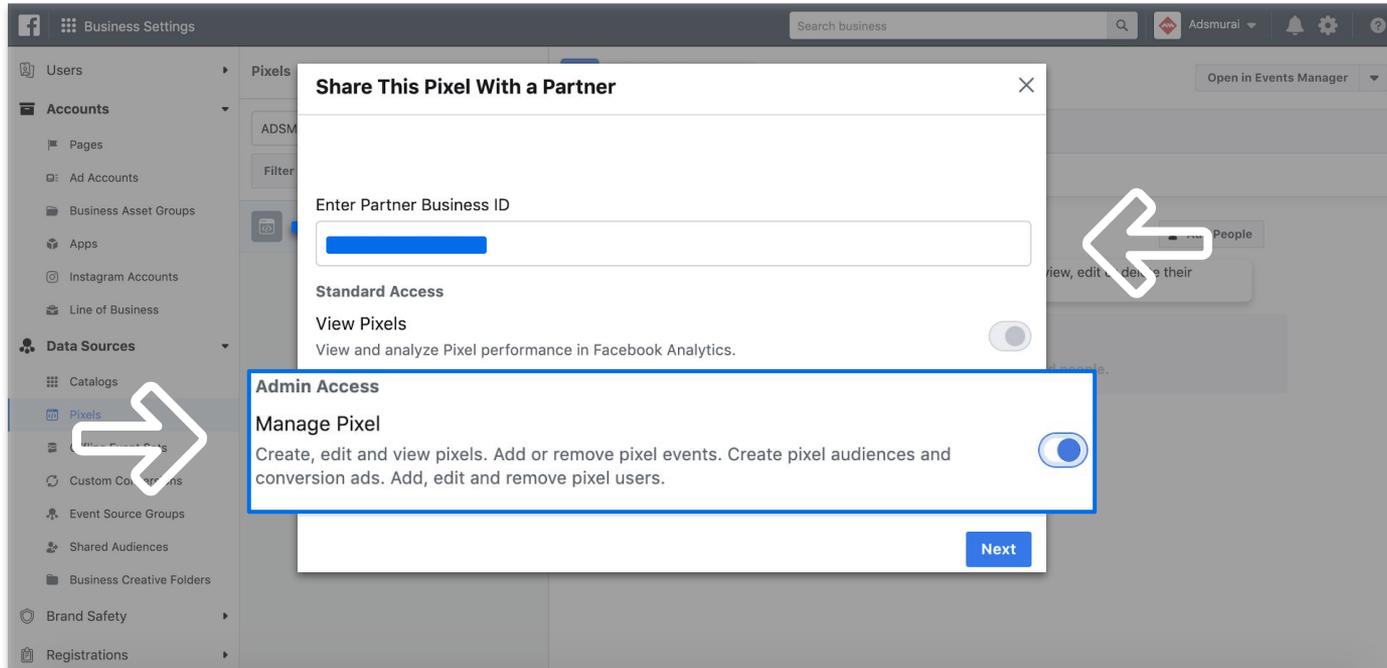
Last check



Go to Business Settings > Pixels and assign Adsmurai as a partner:



Insert Adsmurai Business ID and select “*Manage Pixel*”:



Your Adsmurai contact has to send you this Business ID



Facebook Pixel.

Step by step

1

Create & Install the code



2

Give access to Adsmurai



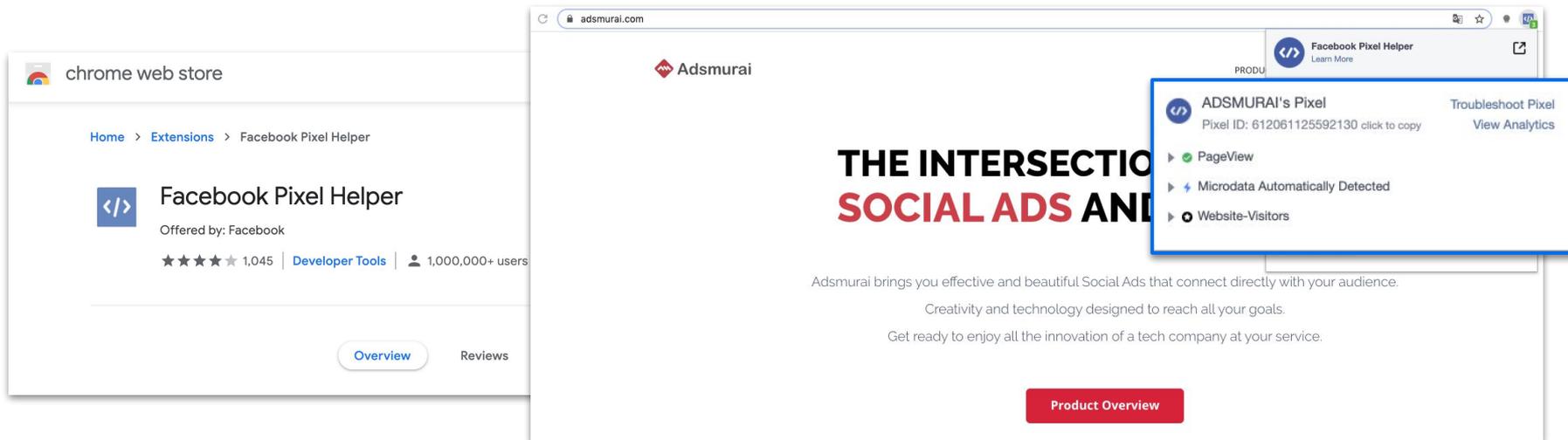
3

Last check



Verify Facebook Pixel:

Install [Pixel Helper Chrome](#) browser extension to check if the pixel code is been installed correctly in your website.



Let's see if pixel is tracking in Business Manager: Events Manager > Data sources.

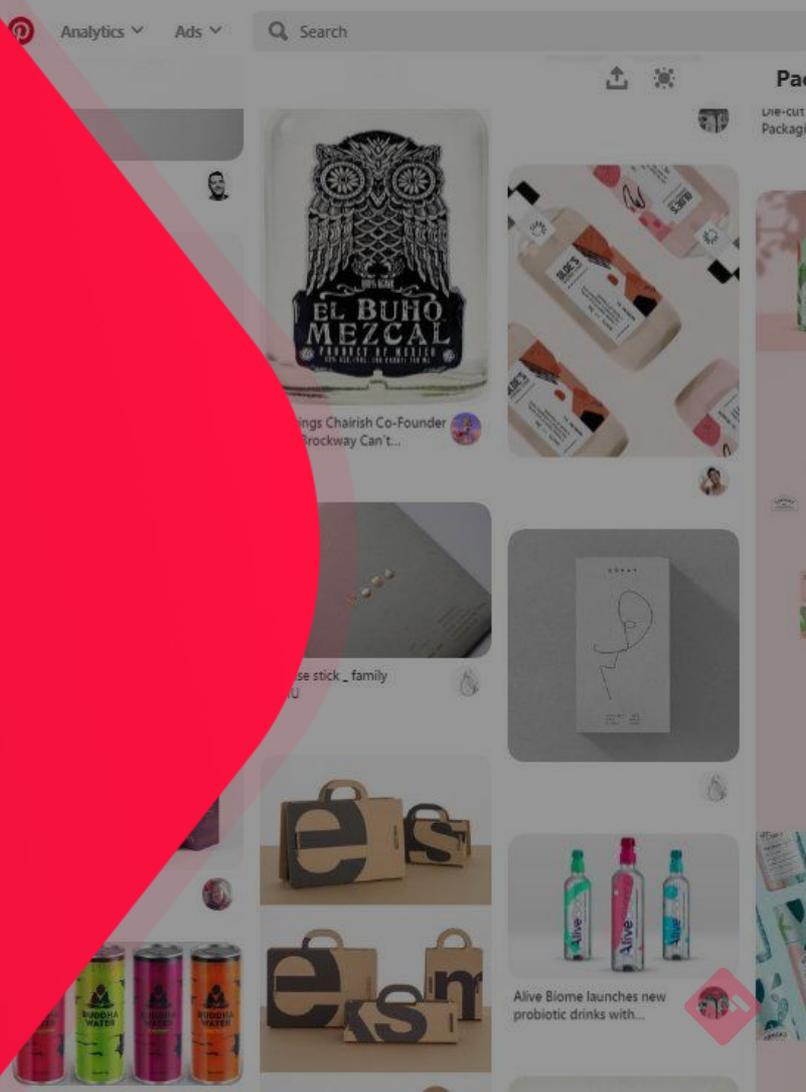
The screenshot shows the Facebook Events Manager interface for the business 'Adsmurai (668110546606704)'. The 'Data Sources' section is active, displaying a list of data sources. The selected data source is 'Pixel de Media Markt CAN' with Pixel ID 917516058692204, which is active and last received data 11 minutes ago. The interface shows a total of 1.0M events. A bar chart displays the top events: PageView (7.4K), ViewContent (188), AddToCart (116), InitiateCheckout (4), and AddPaymentInfo (2). An activity line graph shows the event volume over the last 7 days.

| Name | Data Source | Status | Event Use | Total Events |
|--|-------------|---|-----------|--------------|
| PageView View Details Manage | Pixel | Active Last received 9 minutes ago | | 7.4K |
| ViewContent View Details Manage | Pixel | Active Last received 25 minutes ago | | 188 |
| Purchase View Details Manage | Pixel | Active Last received 24 minutes ago | | 116 |
| Contact View Details Manage | Pixel | Active Last received 1 day ago | | 4 |
| Lead View Details Manage | Pixel | Active Last received 2 days ago | | 2 |
| AddToWishlist View Details Manage | Pixel | No Recent Activity Last received 24 days ago | | 1 |
| AddToCart View Details Manage | — | No Recent Activity Waiting for first event | | 0 |



—
03

PINTEREST.



What we mean when we say...

- Adsmurai** → Your Adsmurai contact
- Client** → Brand or company who wants to install the pixel
- IT team** → Person or team who is in charge of the client website code. *If it doesn't exist, client can contract Adsmurai Solutions Engineering to install the pixel.*
- Pixel or tag** → A piece of code for your website that lets you measure, optimise and build audiences for your advertising campaigns. Every pixel has unique ID.



What we mean by saying...

Pinterest tag

→ Pinterest code that you will be installed in **all your pages**.

Event code

→ After you add the base code, you can add an event code to **track a specific actions** on your website

Examples of
Event code

View Content

→ Event code that track people who view category pages or product pages

Add to Cart

→ Event code that track people who add items to shopping carts

Purchase

→ Event code that track people who complete transactions



Pinterest Tag.

Step by step

1

Create & Install the code

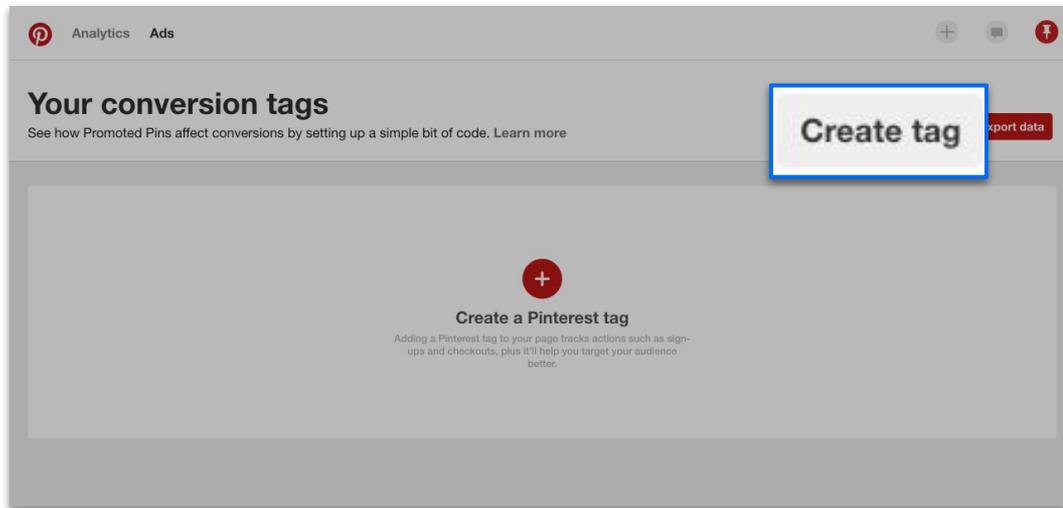
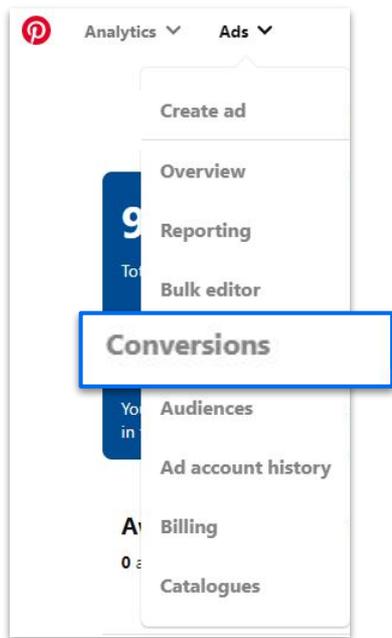


2

Last check



Go to Pinterest Business Account > Ads manager > Conversions and create a Pixel tag.



Once you have Pinterest tag, choose how to install it:



Use a tag manager integration [recommended]



Install the Pinterest tag manually



1

Use a tag manager integration:

Conversions
Manage your Pinterest tags with the help of our conversions page. [Learn more](#)

Manage Pinterest tags

Upload conversions
See conversions upload history

Install Pinterest Tag

The Pinterest Tag tracks actions that people take on your website after viewing your Promoted Pins. Place the Pinterest Tag on your website to see which ads lead to more conversions and how people engage with your website. [Learn more](#).

Your unique tag ID
[Redacted]

Tag name
[Input field]

Done

Choose how you want to install the Pinterest Tag

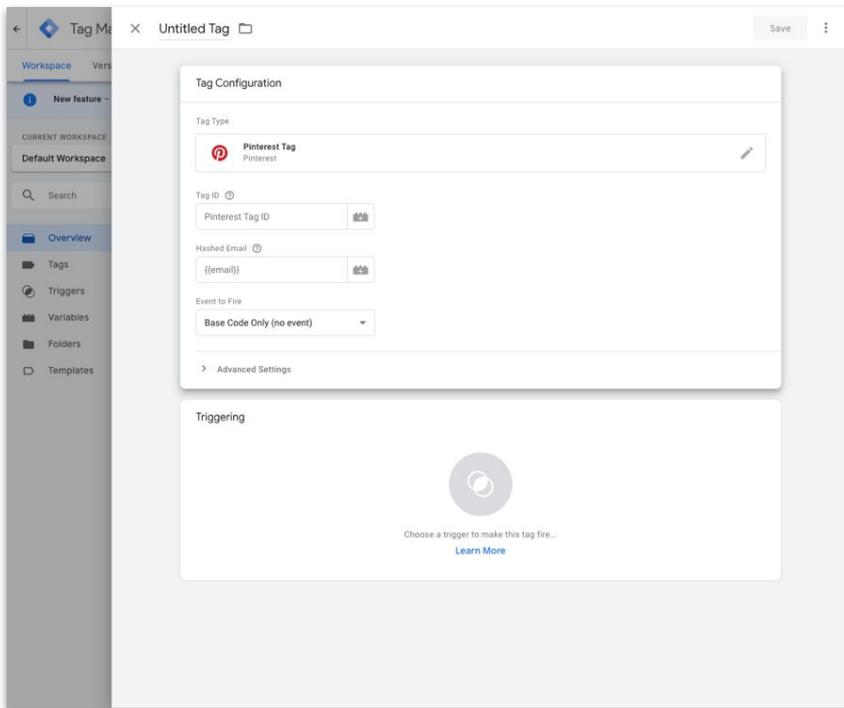
- Add code using a partner integration**
Connect your site using one of our many partners including Shopify, Etsy, Squarespace and others. This is recommended. [Learn more](#)
- Add tag code to website manually**
Follow guided installation instructions with detailed developer documentation. [Learn more](#)
- Email instructions to a developer**
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the tag ID in your email.

Copy/paste this ID in a tag on GTM and set up the trigger [recommended]



1

Install the code using the “Pinterest tag type” and paste the Tag ID:

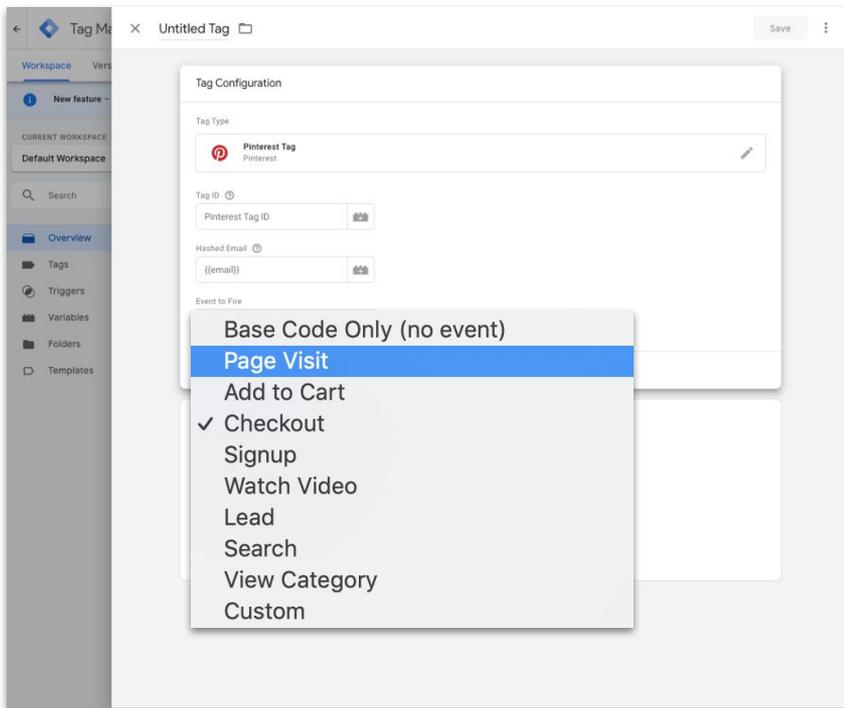


[More info](#) about the implementation with



1

Select the event you want to track :



[More info](#) about the implementation with





*Install Pinterest tag manually:

Conversions
Manage your Pinterest tags with the help of our conversions page. [Learn more](#)

Manage Pinterest tags

Upload conversions

See conversions upload history

Install Pinterest Tag

The Pinterest Tag tracks actions that people take on your website after viewing your Promoted Pins. Place the Pinterest Tag on your website to see which ads lead to more conversions and how people engage with your website. [Learn more](#).

Your unique tag ID
[Greyed out field]

Tag name
[Greyed out field] [Done](#)

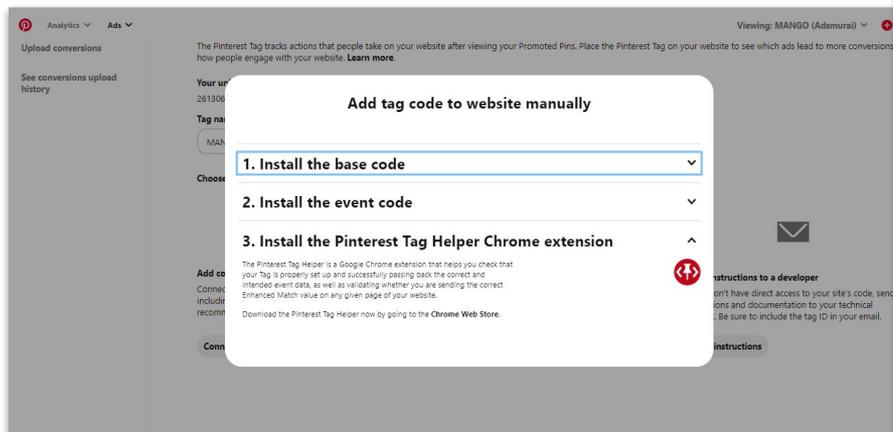
Choose how you want to install the Pinterest Tag

- Add code using a partner integration**
Connect your site using one of our many partners including Shopify, Etsy, Squarespace and others recommended. [Learn more](#)
- Add tag code to website manually**
Follow guided installation instructions with detailed developer documentation. [Learn more](#)
- Email instructions to a developer**
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the tag ID in your email.



2

* Install Pinterest tag manually:



Copy&Paste the base code in the Global header of your website between the <head> and </head> tags so that it fires on every page.

Add tag code to website manually

1. Install the base code

Add the base code to any page where you want to track conversions. If you want to use retargeting, add this code to every page of your site to create audiences to retarget later.

Be sure to put the base code between the <head> and </head> tags in your HTML document. It should only appear once on a single page, and before the subsequent event code.

Use Enhanced Match to get improved visibility into your conversion data—passing back email data on a conversion lets us better attribute it to an event on Pinterest. To use Enhanced Match, pass back the converting user's email (or the SHA256 hash of their email) in the em parameter highlighted in blue. For more detailed instructions, visit our [Help Centre](#).

```
<!-- Pinterest Tag -->
<script>
function(e){if(window.pintrk)(window.pintrk = function () {
window.pintrk.queue.push(Array.prototype.slice.call(arguments));});var
n=window.pintrk.queue=[];n.version="3.0";var
t=document.createElement("script");t.async=!0;t.src=e+var
r=document.getElementsByTagName("script")[0];
r.parentNode.insertBefore(t,r)})(["https://s.pinimg.com/ct/core.js"];
pintrk("load", "2613062293531", {em: "<user_email_address>"});
pintrk("page");
</script>
</noscript>

</noscript>
<!-- end Pinterest Tag -->
```





*Install Pinterest tag manually:

The screenshot shows a modal window titled "Add tag code to website manually" from the Pinterest Ads interface. The dialog is centered on a blurred background of the Pinterest Ads setup page. The dialog contains the following content:

- 1. Install the base code** (with a downward arrow icon)
- 2. Install the event code** (with an upward arrow icon)
- Text: "Only add this code to pages where you want to track conversions. The base code must run before the event code."
- Text: "For example, a page visit happens when your site loads a page. In this case, you should add the base code and PageVisit event code between the <head> and </head> tags on the pages where you want to track page visits. This placement ensures the code runs as soon as the page loads."
- Text: "On the other hand, if an event is triggered when someone takes a specific action (like a button click or form submission), you should make sure the event code is placed so that it only runs as a result of the action."
- Text: "Track additional information by checking the boxes within each event type below. We've pre-selected the ones we recommend you track."
- Text: "*Conversion tracking, the reporting available for your campaigns, is only available for the 9 standard events"
- Text: "For more help, see our complete documentation."
- Checkout** section with a list of events and checkboxes:
 - value
 - product_price
 - order_quantity
 - product_quantity
 - currency
 - product_brand
- A code block showing the JavaScript tracking code:

```
<script>
pintrk('track', 'checkout', {
  value: 100,
  order_quantity: 1,
  currency: 'USD'
});
</script>
```



Pinterest Tag.

Step by step

1

Create the code



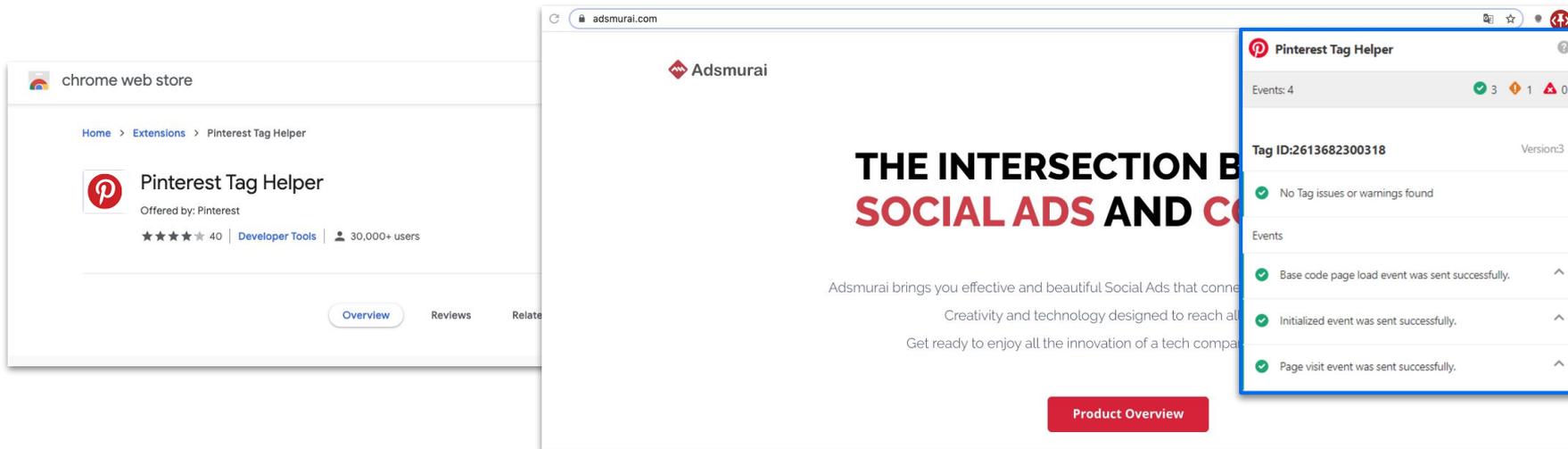
2

Last check



Verify the Pinterest tag.

Install [Pinterest Tag Helper](#) browser extension to check if the pixel code is been installed correctly.



— 04 LINKEDIN.



What we mean when we say...

- Adsmurai** → Your Adsmurai contact
- Client** → Brand or company who wants to install the pixel
- IT team** → Person or team who is in charge of the client website code. *If it doesn't exist, client can contract Adsmurai Solutions Engineering to install the pixel.*
- Pixel or tag** → A piece of code for your website that lets you measure, optimise and build audiences for your advertising campaigns. Every pixel has unique ID.



What we mean by saying...

Insight tag

→ LinkedIn code that you will be installed in **all your pages**.

Conversions tag

→ After you add the base code, you can add a conversion tag code to **track specific actions** on your website

Examples of
conversion tag

View Content

→ Conversion tag that track people who view category pages or product pages

Add to Cart

→ Conversion tag that track people who add items to shopping carts

Purchase

→ Conversion tag that track people who complete transactions



Insight Tag.

Step by step

1

Create & Install the code

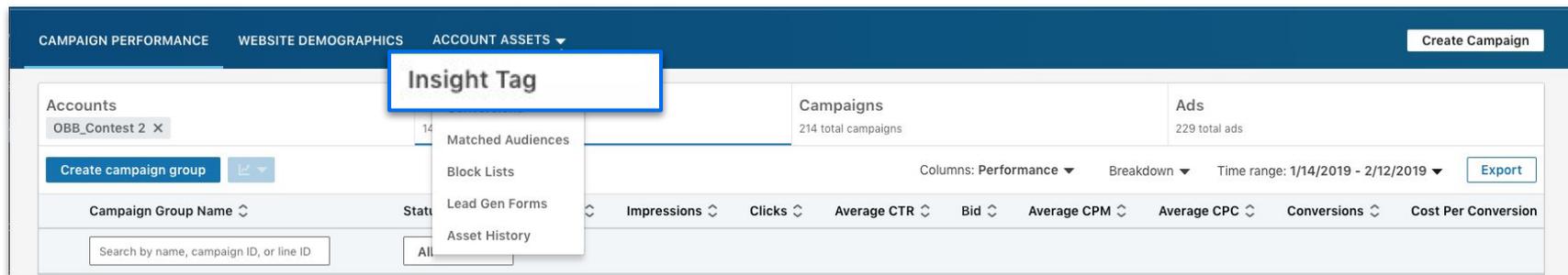


2

Last check



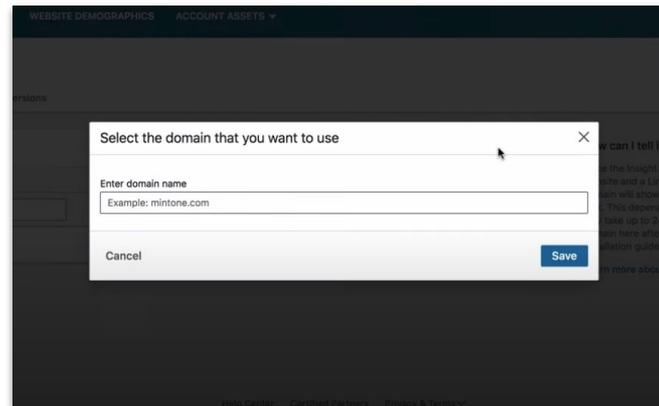
Go to Campaign Manager > Account Assets > Insight tag.



MUST: LinkedIn Account Admin



Add your website.



Once the Insight Tag is created, go to Manage > See tag.

The screenshot shows the LinkedIn Website Tracking interface. At the top, there are navigation tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A 'Create Campaign' button is in the top right. Below the navigation is the 'Website tracking' section, which indicates '1 domain is sending a signal'. There are two tabs: 'Tagged domains' (selected) and 'Conversions'. An 'Add domain' button is located on the right side of the domain list. The domain list table has columns for 'Domain name' and 'Last signal received'. One domain, 'demoshop.com', is listed with a status of 'No signal yet'. A 'Manage Insight Tag' dropdown menu is open, showing options for 'See tag', 'Manage sharing', and 'Delete'. The 'See tag' option is highlighted with a blue box. To the right of the table, there is a section titled 'How can I tell if...' followed by explanatory text and a link to 'Learn more about installing the Insight Tag'.

| Domain name | Last signal received |
|--------------|----------------------|
| demoshop.com | No signal yet |



Once you have Insight tag, choose how to install it:

1

"I will use a tag manager", this mean to install by GTM integration **[recommended]**

2

"I will install the tag myself", this mean Install the Pinterest tag manually by the IT Team



1 Use a tag manager integration:

Install my Insight Tag

Choose how to install your tag

- I will install the tag myself
Get the tag code to add to your website
- I will send the tag to a developer
Send the tag to your email inbox with install instructions
- I will use a tag manager
Add the tag without changing your website's code

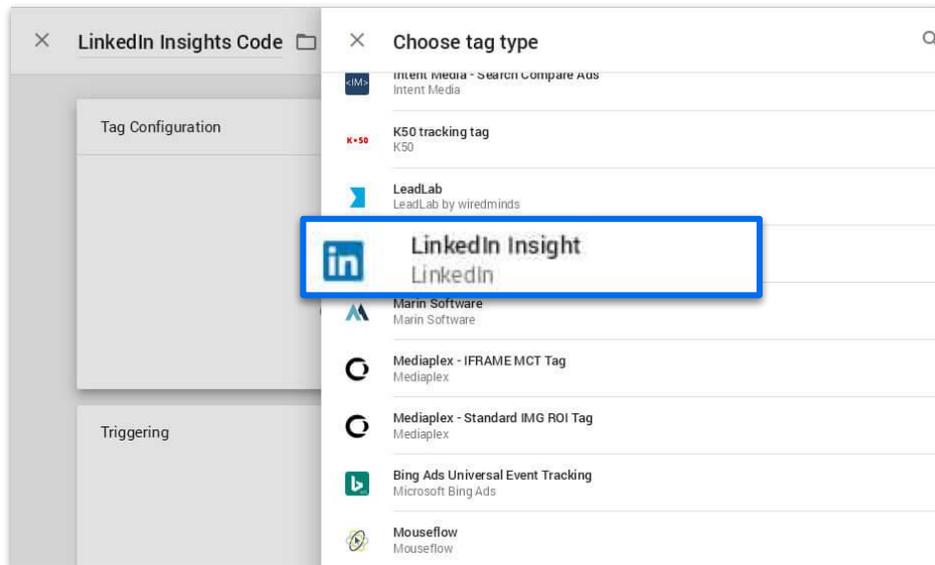
Insight Tag ID:

Copy/paste this ID in a tag on GTM and set up the trigger [recommended]



1

Use a tag manager integration selecting the LinkedIn Insight type tag:

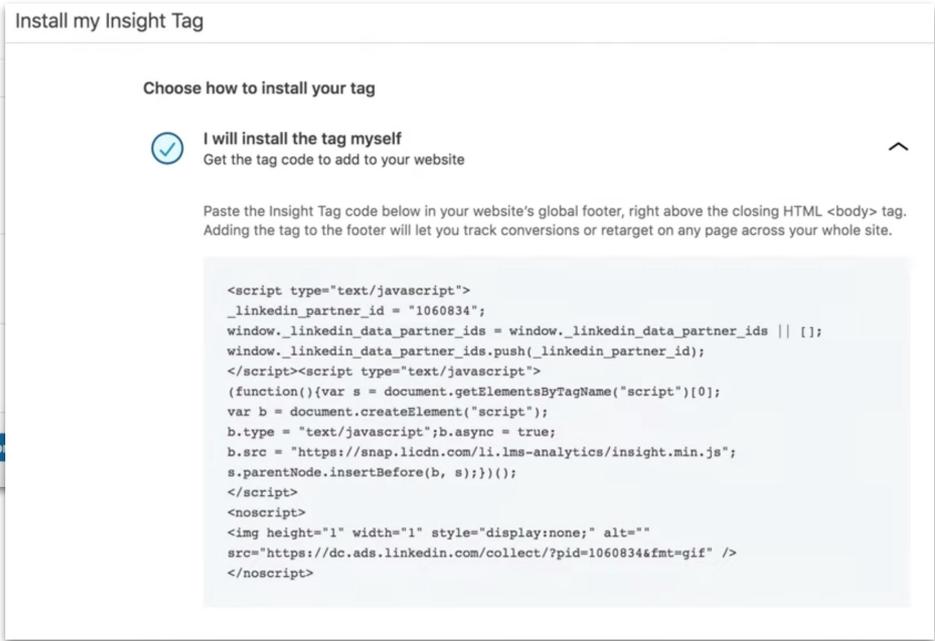
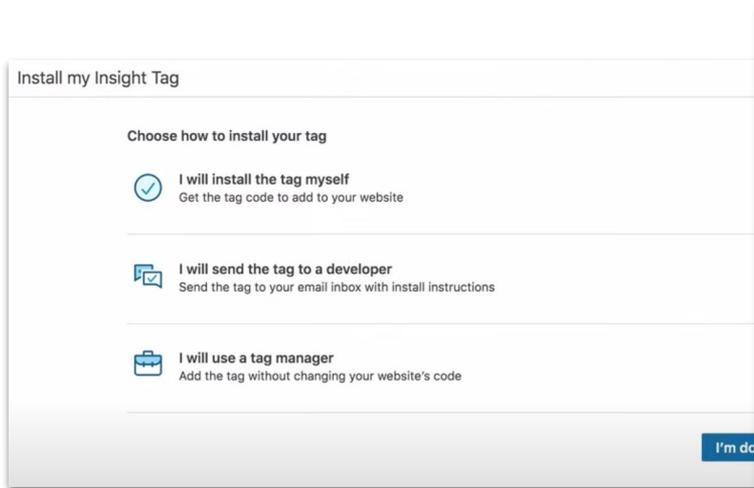


[More info](#) about the implementation with



2

*Install Insight tag manually:



Copy&Paste the base code in the Global header of your website between the <head> and </head> tags so that it fires on every page.



Create a Conversion tag: Select the conversion.

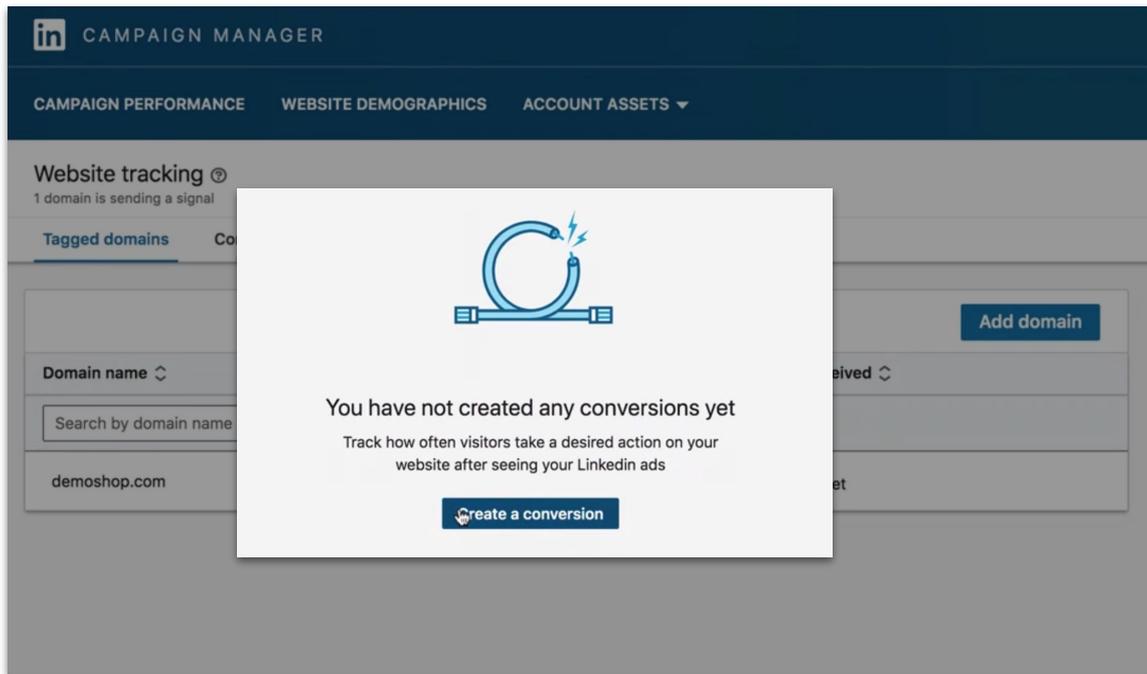
The screenshot shows the LinkedIn Campaign Manager interface for website tracking. At the top, there's a dark blue header with the LinkedIn logo and 'CAMPAIGN MANAGER'. Below this, there are three tabs: 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The main content area is titled 'Website tracking' with a sub-header '1 domain is sending a signal'. There are two sub-tabs: 'Tagged domains' (selected) and 'Conversions'. Below the sub-tabs, there's a table with columns for 'Domain name' and 'Last signal received'. A search box is provided for the domain name. One domain, 'demoshop.com', is listed with a status of 'No signal yet'. An 'Add domain' button is visible in the top right of the table area.

| Domain name | Last signal received |
|--------------|----------------------|
| demoshop.com | No signal yet |

Let's track **specific actions that happen in your website**. You must install Conversions tag on specific pages: View Content, Add to Cart, Purchase...



Create a Conversion tag: Create the conversion.



But first, you have to **create them**



Create a Conversion tag: Choose the type of conversion.

Create a conversion

Name your conversion

Purchase 92

1. Enter your settings ^

Choose a type that best describes the action you want your website visitors to complete

Select ▼

Estimate how much the conversion is worth to your business to measure return on ad spend (optional)

\$

Set the window of time after someone clicks or views your ad for a conversion to be counted

Clicks

30 days ▼

Views

7 days ▼

What **kind of conversion** are you interested in?



Create a Conversion tag: Install it.

3. Define how you would like to track your conversion ^

Use my site-wide Insight Tag (recommended)

Use an event-specific pixel to track when there is no unique URL (e.g. a button click)

```

```

Add a Conversions tag in every page

- a) Use [Google Tag Manager](#) integration [recommended]



- b) Install Insight Tag Manually



Insight Tag.

Step by step

1

Create & Install the code



2

Last check



Verify the Insight Tag at “Campaign manager”> “Account assets”> “Insight Tag”.

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there are three tabs: "CAMPAIGN PERFORMANCE", "WEBSITE DEMOGRAPHICS", and "ACCOUNT ASSETS". The "ACCOUNT ASSETS" tab is selected. Below the tabs, there is a section titled "Website tracking" with a sub-header "1 domain is sending a signal". There are two sub-sections: "Tagged domains" and "Conversions". A dropdown menu is open over the "Insight Tag" option, showing a list of items: "Matched Audiences", "Block Lists", "Lead Gen Forms", and "Asset History". Below this, there is a table with columns "Domain name" and "Last signal received". The table contains one row with the domain "demoshop.com" and the signal status "hace 25 segundos". A blue box highlights the "Insight Tag" dropdown and the "hace 25 segundos" status. A red arrow points from the word "Active" below to the "hace 25 segundos" status.

| Domain name | Last signal received |
|--------------|----------------------|
| demoshop.com | ● hace 25 segundos |

Active



 Adsmurai &  Solutions Engineering

